

2025

REPORT

BUILDING SMART STRATEGIES = BUILDING SMART BUSINESSES

THE GREATER LONG BEACH
WORKFORCE
DEVELOPMENT BOARD



GREATER LONG BEACH WORKFORCE DEVELOPMENT BOARD MEMBERS

GREATER LONG BEACH WORKFORCE DEVELOPMENT BOARD MEMBERS

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Southwest Regional Council of Carpenters

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Business Development Center

John Thomas
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Epson America

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CSULB/College of Business Administration

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City of Long Beach

Richard Wilke
AppleOne Employment

**BUILDING
A STRATEGY
FOR SUCCESS**

YOUTH COUNCIL MEMBERS

YOUTH COUNCIL MEMBERS

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The Boeing Company

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Long Beach Job Corps Center

Sam Banuelos
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Tom Benson
Southwest Regional Council of Carpenters

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Employment Development Department

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Department of Children & Family Services

Coleen Maldonado
Greater Long Beach Regional Cal-SOAP Consortium

Candace Meehan
Jordan High School

Jeanetta McAlpin
Community Member

Wayne Munchel
MHA Village

Nancy Risch
Parent

Matt Saldana
Long Beach Unified School District

John Sangmeister
Gladstone's Restaurant

Thuy Tran
Laserfiche, Inc.

COMMUNITY

2005 REPORT TO THE COMMUNITY

DEAR FRIENDS AND COLLEAGUES:

It has been a productive and rewarding time for the Workforce Development Board. The positive strides we have made over the past year are outlined in this annual report. We believe our success is due to “smart strategies” and leadership through partnership with you. Our passion is to serve – whether employer-customers or career-bound residents, we strive to keep Long Beach a superior place to live and work.

Our success rests on our ability to listen, lead and partner effectively. The Strategies and results presented here are just the beginning of our long-term commitment to offer solutions to our neighbors, friends and businesses.

HOW DO WE TOUCH THE LIVES OF THOUSANDS OF LONG BEACH RESIDENTS?

We **initiate** activities that bring millions of federal dollars into Long Beach every year and make sure that those funds assist the community through the **Career Transition Center**, the **Youth Opportunity Center** and through numerous other local organizations. Last year more than \$7M federal, state and local dollars were invested in our community to further a productive and prepared workforce.

We **collaborate** with business, with education leaders, with labor organizations, and with the non-profit world to offer dynamic workforce solutions that benefit the Long Beach and Signal Hill communities.

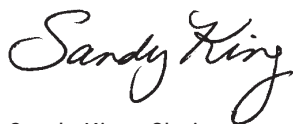
We **invigorate** the debate and discussion that surrounds issues that impact our community: how we can meet the challenges facing our sizeable health care community...how we can work together to ensure that local development and construction benefits all of our residents...and so much more. As you will see, our Board has worked hard to create tangible solutions.

We **coordinate** these shared interests and leverage resources with two vital audiences in mind: our local employers and those job seekers in search of rewarding careers.

WHO ARE WE?

We are your community resource committed to helping the Long Beach workforce thrive, while supporting economic growth. The end result is to provide opportunities for all. Thank you for your trust and support.

Sincerely,



Sandy King, Chair

The Greater Long Beach Workforce Development Board

MORE THAN 15,000 NEW HEALTH CARE PROFESSIONALS
ARE NEEDED TO MEET THE GROWING DEMANDS OF
LONG BEACH AREA CITIZENS BY THE YEAR 2010



COORDINATE

MEDICAL INDUSTRY INITIATIVE

Smart Strategy: Medical Industry Initiative

THE CHALLENGE

With more than 15,000 new health care professionals needed to meet the growing demands of Long Beach area citizens by the year 2010, vision and leadership were needed to provide the highest quality care to residents and the entire region – and ensure the long-term health of those businesses providing critical services.

Mayor Beverly O'Neill supported the Board with an initial Medical Industry Summit in 2004 – a dynamic gathering of leaders from the healthcare industry, education and government to prioritize issues and begin local conversations on a coordinated approach to action. That ongoing conversation of community leaders has become the Board's Medical Industry Taskforce, linking directly with many local successes.

STRATEGIC SOLUTIONS

- *Board Report – “Practical Ways to Address Healthcare Industry Recruitment and Retention Crisis” – identifying myriad strategies and solutions published*
- *The **Nurse Workforce Initiative Project**, in collaboration with Long Beach Memorial Medical Center, Long Beach City College, California State University Long Beach and the Orange County WIB graduated 43 nurses with Associate and Bachelor of Science degrees, and prepared another 60 residents to begin their degreed programs*
- *The **Greater Long Beach Healthcare Collaborative** was formed to begin a two-year project building on Nurse Workforce Initiative partner successes by ensuring successful graduation of 48 nursing students, by creating additional capacity in the local Radiology Technician program, and by launching the first local Magnetic Resonance Imaging (MRI) technician program for 20 students*
- *Also building on the partnerships forged through the Nurse Workforce Initiative, California State University Long Beach and Long Beach Memorial Medical Center announced a strategic partnership providing significant investment in nurse education programs through expansion of the University's Baccalaureate of Science in Nursing program by 150% over five years*
- *The Board's Medical Industry Taskforce initiated conversations with several City Departments and Commissions to raise awareness of the need for affordable workforce housing to retain healthcare professionals in Long Beach, ensuring inclusion in the City's update to the General Plan which is currently underway*

Byron Schweigert – *Chief of Education & Government Affairs Officer*
MemorialCare Medical Centers

“We have a huge challenge locally, statewide and nationally in the number of trained nurses, requiring programs that aggressively address the problem. Our partnerships with The Greater Long Beach Workforce Development Board and Long Beach City College are essentially doubling the number of new nursing graduates; coupled with our new strategic partnership with California State University Long Beach, these approaches will go a long way toward solving our local and regional nursing shortage.”



THE POWERFUL FORUM FOCUSED ON WAYS TO PROMOTE PARTNERING TO MAXIMIZE LIMITED RESOURCES AND TO BETTER TRAIN AND PREPARE OUR WORKFORCE

CONVENING COMMUNITY PARTNERS

Smart Strategy: Convening Community Partners

THE CHALLENGE

Recognizing our need to lead strategic discussions on how Long Beach's thriving business community can better come together to help workers and job seekers succeed, how employers and job seekers can better understand services and training programs available to them, and how quality services can still be offered in times of tight budgets, the Board took the opportunity to work toward better collaboration throughout the community. From that opportunity was borne the Community Convener Initiative. Among its outcomes:

STRATEGIC SOLUTIONS

- *The Board's Convener Committee was formed to identify ways to promote collaboration among workforce development partners and providers*
- *The Committee created a community-wide forum, **The Power of Partnerships ... Let's Mind the Gaps**, hosted by Mayor O'Neill with featured speakers, Michael Josephson, award-winning radio commentator of Character Counts!, and Deputy Director of the State Employment Development Department's Workforce Investment Branch, Dennis Petrie...the Forum focused on ways to promote partnering to maximize limited resources to better train and prepare Long Beach's workforce*
- *Participants in the Forum successfully identified 280 resources and services that were lacking, and 580 partner organizations to fill those gaps*
- *The Committee has begun work toward collecting data of partners and services to integrate information with the Healthy City Project, a community-wide online effort supported by 2-1-1 - L.A. to improve awareness of and access to critical community services through links to more than 40,000 varying service providers in L.A. County*
- *As an outgrowth of initial efforts, the Committee is undertaking a secondary project to find gaps in the overall range of services and identify new partners to fill those gaps in the community framework of workforce development resources*

Janet McCarthy & Mike Buchs – Convener Committee Co-Chairs

"Our Long Beach workforce community of businesses and public sector providers responded positively to the Board's call for collaboration and cooperation. Combined, we knew we could tackle labor challenges and discover innovative ways to prepare local residents for careers. Our planning paid off. 'The Power of Partnerships. Let's Mind the Gaps,' was a successful forum that attracted partners from the education, training, employment, social service community, and others. It provided a springboard for our next effort, which is to establish a community resource guide and to offer more community events in 2006."

RESIDENTS ARE ENJOYING UNPRECEDENTED
OPPORTUNITIES TO PREPARE FOR AND ACCESS
CAREERS IN THE CONSTRUCTION TRADES



INVIGORATE CONSTRUCTION JOBS INITIATIVE

Smart Strategy: Construction Jobs Initiative

THE CHALLENGE

The Southern California Region's construction sector is the largest in the State, providing about 325,000 jobs. In Los Angeles County alone, construction employment is expected to grow by more than 17% over the next several years, offering livable, high-growth wages and excellent career paths. The stunning need for more skilled workers in the construction sector has invigorated efforts to offer training to an ever-expanding diverse population of new workers. With many experienced trades professionals retiring, there is a need to attract, train and retain new members to the construction industry.

The Board demonstrated its focus on this sector by launching its Construction Jobs Initiative. Through the commitment of the City of Long Beach, local developers, organized labor organizations and the Board, residents are enjoying unprecedented opportunities to prepare for, and access careers in the Construction Trades:

STRATEGIC SOLUTIONS

- *The Construction Apprenticeship Pathways Project was formed between the Career Transition Center, Long Beach City College and community organizations to provide pre-apprenticeship training, industry certifications, and effective pathways to union apprenticeships and industry employment for 250 residents*
- *The City's Department of Community Development strengthened access to jobs on construction projects including a joint four-year, \$800,000 partnership with the Boeing Company on its development of the Douglas Park re-use property, to provide training and access to job opportunities for residents*
- *To ensure highly qualified residents are ready and available for such construction job opportunities throughout Long Beach and the Region, the Career Transition Center launched a community-wide outreach campaign and Construction Jobs Referral Database to capture the varied skills of our residents*
- *Building on successes in training and placements in construction trades, the Federal Highway Administration announced funding to the Career Transition Center to replicate the Construction Apprenticeship Pathways Project for a three-year project to place another 250 residents in apprenticeships and related employment in 2006*
- *Validating the quality preparedness of the Board-sponsored programs, two local union apprenticeship programs instituted incentives unique to our graduates: one places apprentices directly into 2nd-year standing; the other pays wages to our graduates at \$3/hour higher than its other 1st year apprentices*

Madelyn Broadus – Apprentice Sheet Metal Worker, Local 105

"Without the Career Transition Center I would never have known about non-traditional jobs available for women. I worked in an office environment for over 30 years, and was never really happy doing office type of work. I love to work with my hands, and now because of the people I met at the Center I get to do what I really love. They helped get me an interview and job as a sheet metal worker and even helped buy my tools. They have done what they said they would do and it changed my life."



THE TEAM RESPONDED TO HUNDREDS OF REQUESTS FOR A VARIETY OF SERVICES SUCH AS PERSONNEL RECRUITMENTS TO DEVELOPING STRATEGIES FOR CHANGES IN THE WORKFORCE

BUSINESS SERVICES

Smart Strategy: Business Services

COLLABORATE

THE CHALLENGE

How do the growing numbers of small and large businesses in our area find, train and retain qualified, skilled employees? More and more of them are turning to the Board's many resources provided to the local employer community. Recognizing that the successes of our residents are linked to the success of our employers, the Board continued to deploy effective human resource strategies to best meet the needs of the business community:

STRATEGIC SOLUTIONS

- *Housed at the Career Transition Center, the Business Services Team – a cross-section of employees from the City, the State and other local partners – work seamlessly to respond to hundreds of requests for personnel recruitment assistance, help in planning and marketing hiring events, and support and strategies for changes in the workforce*
- *The Business Services Team coordinated dozens of successful onsite recruitments for local businesses in industries spanning the financial, service, manufacturing and hospitality sectors, helping to meet immediate hiring needs of employers*
- *The annual Career Expo for adult job-seekers and the Summer Opportunities Fair for young adults each attracted thousands of residents to network and match with open positions with more than 100 local employers and the resources of dozens of community agencies*
- *Increasing its visibility as a resource for meeting the hiring needs of small- and medium-sized businesses, full implementation of the Board's Virtual Recruiter provided an online solution to employers to search for residents' skills and resumes – in addition to ongoing personalized assistance from staff*
- *The Business Services Team responded to dozens of local business downsizing activities with onsite presentations and service overviews for more than a thousand affected workers*
- *Responding to the needs of local and regional employers for upgrading the skills of employees in order to remain competitive in today's business climate, the Career Transition Center brokered onsite training solutions for dozens of businesses in the areas of management, supervision, organizational effectiveness, and technology skills*

Alan Hymowitz – VP of Operations, Foremost Clinical Pharmacy Services

"I had been looking for some time to fill several positions without any luck. I can't believe how quickly the Career Transition Center responded to my request and sent several solid candidates for our open positions. Each resume you sent was wonderful. We were able to fill two positions immediately. We are thrilled with the quality of the applicants that you sent and how quickly we were able to have them start work. We will definitely be calling you again."

IN A DIVERSE COMMUNITY THE NEEDS OF RESIDENTS
REQUIRE MANY DIFFERENT STRATEGIES TO ENSURE
ACCESS AND PARTICIPATION IN THE LOCAL JOB MARKET



NAVIGATE JOB-SEEKERS WITH SPECIAL NEEDS

Smart Strategy: Enhanced Services for Job-Seekers with special needs

THE CHALLENGE

In a diverse community such as Long Beach, the needs of residents require many different strategies to ensure access and participation in the local job market. Recognizing the varying needs of residents with disabilities, the Board collaborated with local partners Goodwill Industries of Long Beach and South Bay and AbilityFirst to design strategies to make the Career Transition Center a more effective hub for employment. Addressing the needs of long-term unemployed residents, the Career Transition Center implemented a pilot project to demonstrate effective solutions to short-term outcomes for those in need of employment.

STRATEGIC SOLUTIONS

Residents With Disabilities

- *Capitalizing on the successes of an earlier grant project, the Career Transition Center won continued funding for a project to assist disabled residents with access and preparation for employment*
- *Partnership efforts resulted in services and placement assistance to 280 distinct disabled residents through focused attention, group workshops and referral to other program resources*
- *New tools and services were developed and offered to both employers and job seekers related to serving and hiring Long Beach residents with disabilities – including information about job referrals, benefit planning services, adaptive technology updates, accommodation, and hiring tax credits*
- *Dedicated staff – Program Navigators – serve as career liaisons to disabled job-seekers and provide services to support employment goals, assist with access to programs that enhance the job search, enhance disability awareness and sensitivity, and provide referrals and information about outside resources available*
- *Strong connections have been forged with local, state and federal disability-serving agencies in the Long Beach community toward development and implementation of comprehensive strategies to enhance employment for residents with disabilities*

Long-Term Unemployed

- *Creation of a vast partner strategy resulted in an award for the sole statewide pilot grant project funded for long-term unemployed services*
- *75 residents received specialized, focused assistance that addressed multiple barriers to employment — including felony convictions*
- *60 residents successfully entered into employment in the Automotive, Construction, Oil Refinery and Warehousing sectors*

Sunday Catherine Esquivel – Career Transition Center Customer

“The services I received from the Career Transition Center were great. They helped with my job search, job coaching, and finding not only one job processing checks at night, but then help to get a better job as an audit clerk with much better hours.”



WITH NEARLY 60,000 YOUNG ADULTS, LONG BEACH HAS THE OPPORTUNITY TO SHAPE ITS EMERGING AND TALENTED WORKFORCE

AN EMERGING WORKFORCE

Smart Strategy: Work Experience for an Emerging Workforce

THE CHALLENGE

Long Beach possesses a large youth population – a significant asset, as they will become our future workforce. With nearly 60,000 young adults between the ages of 16 and 24, resources and programs to engage young people are scattered, and often stretched to limits. The Board and its Youth Council continued to deliver services to thousands of youth through the Youth Opportunity Center, through service agreements with ten community-based organizations and through strategic partnerships throughout the community. Facing funding and capacity challenges, the Youth Council looked to strategies to provide additional employment preparation assistance to Long Beach youth. Remembering the key importance of a first job or a mentor that inspired our career choices, the Board and the Youth Council focused on expanding work experience and other opportunities for young adults:

STRATEGIC SOLUTIONS

- *Teaming with Mayor Beverly O'Neill, the Industry Education Council of Long Beach and the Unified School District's Regional Occupation Program, the Youth Council's Inspired Internship Program was significantly expanded to provide 350 motivated young persons between the ages of 16 and 24 a chance to work at local businesses while potentially earning high school elective credits...Covering the cost of the additional interns, local businesses stepped-up in true form to pledge the cost of youth stipends and to provide a training environment, while the Youth Opportunity Center prepared and matched the youth to businesses, and provided ongoing job coaching to the young persons*
- *Through initial success of the Inspired Internship Program, the Port of Long Beach has committed funding to a pilot project whereby 25 youth will gain on-site work experience in Long Beach's Harbor District through the Promise, Opportunity, Respect, and Training (PORT) Internship Program*
- *Linking to annual Job Shadow Day events across the nation, 75 youth participated in job shadowing activities at local businesses in industries key to the Long Beach economy, and enjoyed a luncheon with Mayor Beverly O'Neill who spent time interacting with the young workers about their day's experience*
- *More than 500 youth were placed in employment through onsite hiring events at the Youth Opportunity Center and at the annual Summer Opportunities Fair, and through paid summer work experience program opportunities*
- *The efforts of the Board and the Youth Council were recognized as part of the large fabric of activities available to local youth in the resulting selection of Long Beach as one of the 100 Best Communities for Young People, a first-year program effort of America's Promise Alliance*



Dat Quach – Poly High School, age 17, Intern

"When I heard about the Inspired Internship Program I knew that I had to participate. I had never worked before and knew this would be a great opportunity for me to see what it would be like to go to work everyday and to gain some skills. I have learned what it is like to work on a team, and independently. It shows me that my supervisor has faith in me and believes that I am capable of handling the task on my own. My experience has reassured me of my career choice and has taught me how to juggle school and work, a skill I will need when I start college next year."

PROGRAMS THAT PREPARE OUR EMERGING WORKFORCE
AND FURTHER DEVELOP THE NECESSARY SKILLS OF OUR
WORKFORCE ARE THE SMARTEST STRATEGY WE KNOW



ACHIEVE LEADERSHIP CREATES SUCCESS

Smart Strategy: Serving Area Businesses And Residents

COMMUNITY IMPACT

During the past year the Greater Long Beach Workforce Development Board has played an important role in serving area businesses and residents in close partnership with a wide array of one-stop career center partners. Through the Career Transition Center, the Youth Opportunity Center and many other community resource locations, programs that prepare our emerging workforce and further develop the necessary skills of our adult workforce are the smartest strategy we know to ensure the health of our businesses. A snapshot of 2005:

PREPARING THE EMERGING WORKFORCE FOR BUSINESS

- *More than 5,000 youth accessed services or information through the Youth Opportunity Center*
- *More than 1,000 youth were placed in training, internships or work experience*
- *More than 300 youth were placed in part-time and full-time employment*
- *93% of youth participating in Board programs successfully completed services*
- *86% of 14-18 year-olds in Board academic-based programs increased skill levels in math and/or reading by at least one grade*
- *70% of those same youth were found to still be employed, in training or continuing with higher education 9 months after completing programs*
- *70% of 19-21 year-olds served in Board programs were placed in employment*

DEVELOPING A BETTER-SKILLED WORKFORCE FOR BUSINESS

- *More than 20,000 residents utilized the resources of the Career Transition Center*
- *Of the 14,000 registered job-seekers at the Career Transition Center, nearly 9,000 were found to be productively working after services*
- *For those residents who received intensive or individualized employment assistance through Board programs, 91% retained employment at least 9 months after starting to work*
- *97% of our customers who had been dislocated through a business "downsizing" were back to earning pre-layoff wages or better*
- *More than 700 residents accessed training in targeted industries of demand and need in Long Beach and the region, with 96% of them successfully completing*

Mark Lansang – Participant in Healthcare Initiative & WIA Projects

"Before I found the great staff and resources at the Career Transition Center I was working as a Certified Nurse's Aide (CNA) at an adult care center. With these skills I knew I wanted a career, to work in a hospital setting and to earn a better salary. Thanks to Gina Marchetti, my Case Manager, I enrolled in Long Beach Community College, I studied hard, graduated, and passed the nursing board exams. The program paid for my expenses. I've been working for one month and everything's good."

LONG BEACH CITY
COUNCIL MEMBERS

LONG BEACH CITY COUNCIL MEMBERS

Beverly O'Neill
Mayor

Bonnie Lowenthal
1st District

Dan Baker
2nd District

Frank Colonna
3rd District

Patrick O'Donnell
4th District

Jackie Kell
5th District / Vice-Mayor

Laura Richardson
6th District

Tonia Reyes-Uranga
7th District

Rae Gabelich
8th District

Val Lerch
9th District

CITY MANAGEMENT

CITY
MANAGEMENT

Gerald R. Miller
City Manager

Christine F. Shippey
Assistant City Manager

Reginald I. Harrison
Deputy City Manager

Suzanne R. Mason
Deputy City Manager

Patrick H. West
Director of Community Development

Ray O. Worden
*Workforce Development Manager
WIB Executive Director*

Bryan Rogers
Workforce Development Officer

The Greater Long Beach Workforce Development Board acknowledges the tremendous support of our elected officials and City Management team in support of developing a competitive workforce and workplace.

BUILDING
A STRATEGY
FOR LONG BEACH

"Greater Long Beach Workforce Development Board is focused on pursuing innovative ways to assist our local businesses in obtaining the workforce they need to stay competitive in the 21st Century."

– Sandy King, Chair, The Greater Long Beach Workforce Development Board –



For more information about this report, please contact Bryan Rogers,
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